



Using Social Media to Promote Energy Efficiency

Presenter: Julie Colehour, C+C

2011 ENERGY STAR Products Partner Meeting



Learn more at energystar.gov

Session Agenda



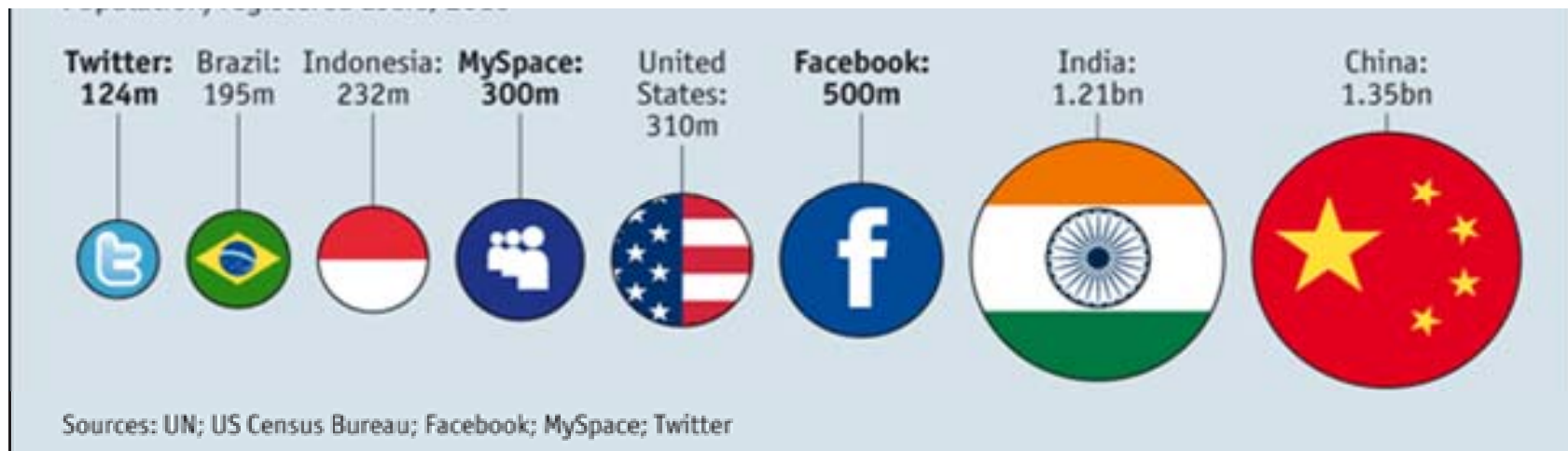
- Topic Introduction
- Introduction of Presenters
- The Power of Social Media- An Overview
- ENERGY STAR in Social Media
- Partner Presentations
- Open dialog

Presenters



- Mike Brown- Sears Holdings Corp.
- Jennifer Dolin- Osram Sylvania
- Paul Parmley- Pacific Gas and Electric
- Julie Colehour- Moderator

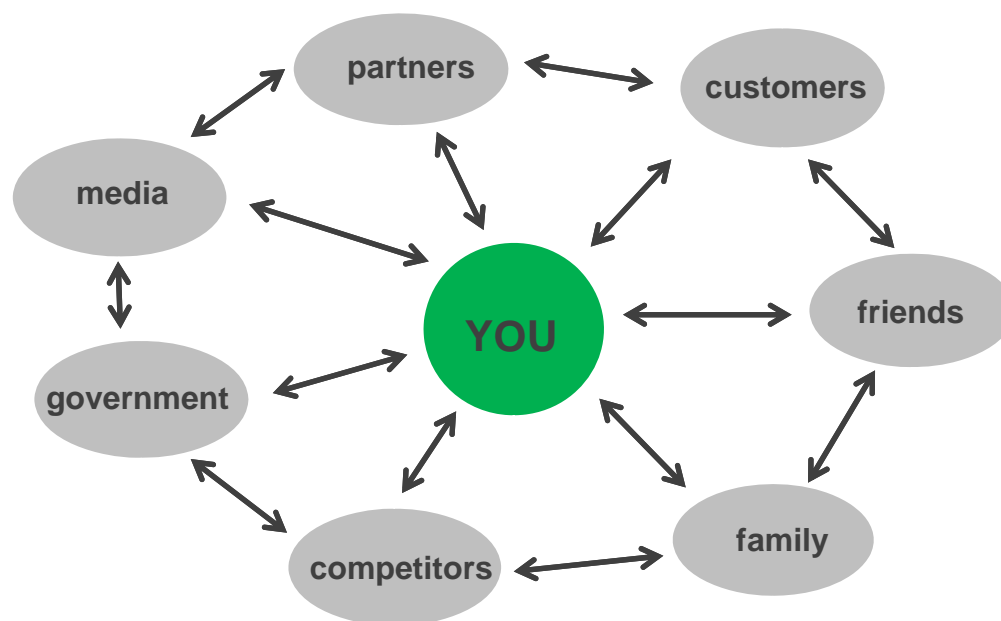
The Power of Social Media



Social Media

“In the last hundred years, the way to advertise was to get into the mass media and push your content. In the next hundred years, information won’t be pushed out to people. It will be shared among the millions of connections people have. You will need to get into these connections.”

- Mark Zuckerberg, Facebook CEO





What do we Mean by “Social Media”

It's how people engage, share, interact and participate with each other – and with you – online.



Technorati



Broadcast Yourself™



The Social Media Landscape

What's the big deal?

- More people now use social networking than use email
- Almost half of Americans have a social media profile – and 39% use it several times a day

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Over 500m users
Not just cat and kid
stories
Aims to own the
concept of 'like'

The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font with a white outline.

50+m tweets a day
105m users
Not just "what I had for lunch"

The Social Media Landscape



2 billion videos/day
watched
Not just cat and kid
videos
Default video player

...and the latest craze: "LOCATION"



4 million users
15,000 new users a day
"Where I'm going to eat
lunch" – and more



What Social Media IS:

- A two-way conversation – for better or for worse
- A long-term strategy
- A marketing tool
- Nothing to be (very) afraid of!
- A way to strengthen stakeholder loyalty, receive feedback, and boost engagement
- Viral – with a click of the mouse, one person can spread your message to hundreds or thousands of others
- A tool that needs buy-in at all levels of an organization



What Social Media is NOT:

- A way to save money on marketing
- A job for an intern
- Short-term or instant gratification
- Something to be done in your spare time
- A gimmick
- A vacuum
- Something you can 'control'
- Going away



Feedback

How is your organization using Social Media?

- Newbies – We don't use it at all
- Dabblers – Our organization is using only one SM tool
- Practitioners – Our organization uses 2-3 mainstream SM tools like Facebook, Twitter and YouTube
- Mavens – We've got it all!

ENERGY STAR in Social Media



- Facebook
- eMission game
- Be an ENERGY STAR Video Challenge
- Blog
- Twitter
- Youtube
- Blogathon & Twitter Party



Facebook



- Current fans: 8937 (2457 fans in Fall 2010)
- Began daily posts/fan response in Nov. 2010
- Focus: to engage in actual conversations with the public and to answer every question posed to ENERGY STAR



Facebook



- Content: Daily posts that engage the audience with tips and questions
- EPA's most popular posts include quizzes and any other content that drives the audience to discuss among themselves.
- Helped create a Facebook game in fall 2010 called "[eMission](#)"

Be an ENERGY STAR Video Challenge



- Nationwide call for Americans to share their energy saving actions with the social media universe
- Videos showcased on www.energystar.gov, Facebook and Youtube
- Voting for top videos on [Facebook](#) app

Blog



- Housed on the Facebook Notes platform
- Soon moving to the EPA server for better reach
- Focus: personal, engaging and educational posts
- Long term goal: To become “the” place for energy efficiency news

Twitter



- 12,239 followers (3140 followers in Fall 2010)
- Daily posts and response to retweets and mentions
- Hashtags to create trending topics
- Quizzes for audience engagement



YouTube



- Channel Views: 7,980
- The place to go to find all current ENERGY STAR videos and video challenge submissions
- Not a major focus of our social media push for 2011. EPA plans to increase viewership in 2012.

Blogathon



Purpose:

- A social media launch party for the 2011 Change the World, Start with ENERGY STAR campaign

Outreach Method and Impressions

- Twitter: 1,990,561 total impressions, 845,069 unique impressions
- Facebook: 769,884 impressions
- Blogs: 539,013 impressions
- Online media: 11,960, 820 impressions
- Other outreach: 36,500 impressions

Blogathon



Sample Text on Facebook

Support Staff Participating



Twitter Party

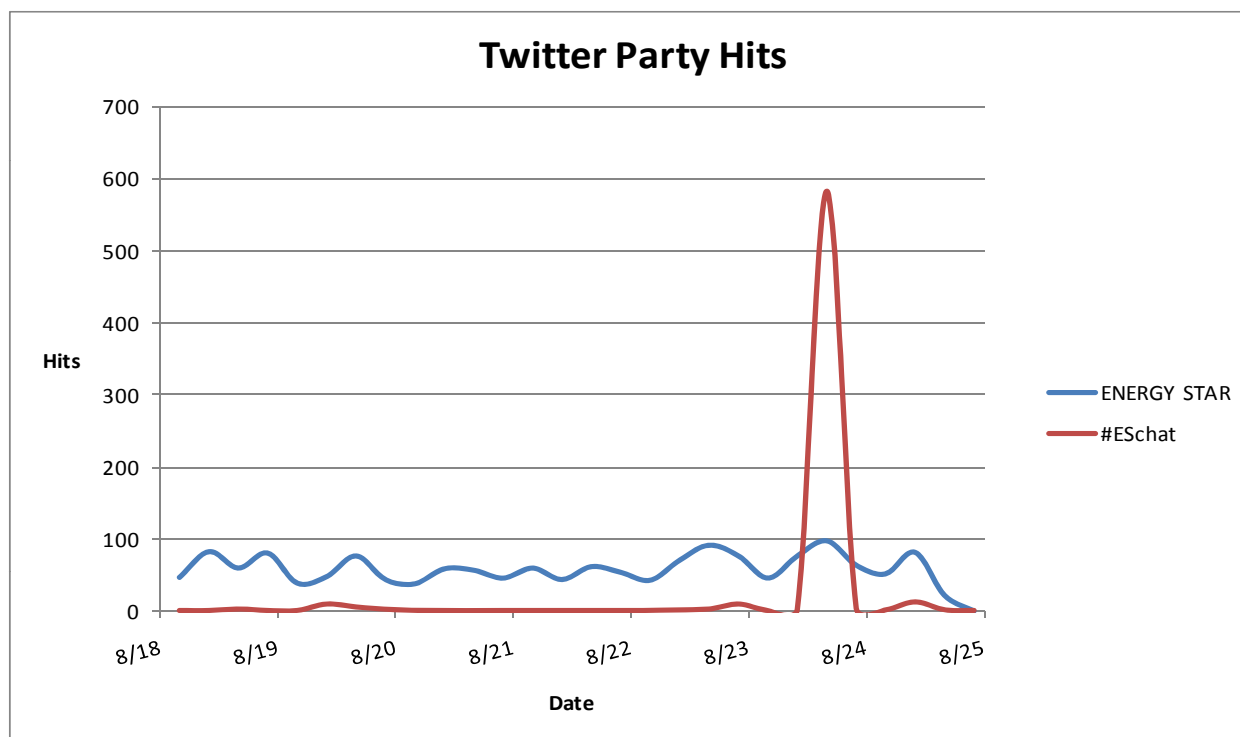


- ENERGY STAR invited partners, Facebook friends, and Twitter followers to join in its first ever Twitter Party on Aug. 23, 2011.
- Conversation points: energy efficiency and current Change the World, Start with ENERGY STAR initiatives
- Hosted by Brittney Gordon via @ENERGY STAR
- Participants joined the party using the #ESchat hashtag on August 23, 2011 from 1-2 p.m. EDT



Twitter Party Activity

- Tweets during Twitter Party: **558**
170 were retweets
- Number of Participants: **114**
- Total following of participants (& possible impressions): **94,134**



Twitter Party Content



Check out this great video from [@BGCA_Clubs](#)! bit.ly/n7RPGb [#ESchat](#)

Want a goodie bag? Submit a vid and mention [#ESchat](#). We will send the goodies to you!
www.energystar.gov/changetheworld [#ESchat](#)

Quiz time! 1st w/ right answer gets [@ENERGYSTAR](#) goody bag What energy-hogging item could be lurking in your garage or basement? [#ESchat](#)

Let's do another one! How much more electricity does a computer use with a screensaver compared to in hibernation? [#ESchat](#)

Hey partners, tell everyone about the great events you are hosting this year! [#ESchat](#)

Have you seen the ENERGY STARs Across America map? Partners, tell the world what you are doing!
www.energystar.gov/changetheworld [#ESchat](#)
Go to 1.usa.gov/acG9go to check out the ENERGY STARs Across America map! [#ESchat](#)

Great event! RT [@socal Edison](#): We'll be at L.A. County Fair 9/3-10/2 to promote [@ENERGYSTAR](#) benefits [#ESchat](#)

Thx! RT [@NJNaturalGas](#): [@ENERGYSTAR](#) Hosted Vid Challenge and NJCEP discounted energy efficiency lighting fair for customers. [#ESchat](#)

Hey guys, do you belong to our Facebook page? Join us so we can chat all of the time! on.fb.me/oN4Fk2 [#ESchat](#)

Thanks again everyone - this was so much fun. Let's do it again soon! [#ESchat](#)

Are you connected to ENERGY STAR in Social Media?



Ways to Connect

- www.facebook.com/energystar
- www.youtube.com/epaenergystar
- www.twitter.com/energystar

Why Connect?

- Engage with thousands of ENERGY STAR followers
- Show your followers the strength of your partnership with EPA
- ENERGY STAR extends an invitation to all partners to promote their energy saving programs and events on its social media pages



Presentations

SEARS HOLDINGS



Sears Holdings Environmental Sustainability

Mike Brown

Director, Environmental Sustainability and Legal Projects

November, 2011



Pillars of the SHC Sustainability Program: Social Media Support



- Empower Customers
 - Provide information on our sustainability initiatives and products via social media channels (Twitter, MySears/MyKmart blogs, primary Sears/Kmart Facebook pages)
- Minimize our Impact on the Environment
 - Share tips – our own and/or our partners and guest bloggers – that explain how we are minimizing our impact on environment and how customers can too
- Engage Associates
 - Use intranet and internal social network to ensure associates are aware of our projects and know who/how to ask to learn more
- Form CredibilityBuildin gPartnerships
 - Collaboration allows us to leverage experts across the spectrum of sustainability topics
- Communicate our Green Success
 - Direct Twitter and blog feed on landing page of our redesigned green websites will provide more visibility

Social Media: Sustainability Snapshot



- Big Switch
 - 2 million unique visitors
 - 1.3 Billion pounds of GHG gas pledge to save as part of the ENERGY STAR pledge
- Twitter: @EnviroSears
 - created Oct. 2010
 - stats as of Oct. 2011: 1057 followers; 35 lists)
 - Tweet/Retweet at least once weekly on energy efficiency
- [MySears/MyKmart](#) Green Living Blog
 - Repost [ENERGY STAR® blogs](#) when appropriate
 - Energy efficiency [posts](#) created w/utility support
- Facebook
 - Posts are conversation starters
 - Created in collaboration w/ENERGY STAR, utilities, and others
 - Geotargeted posts possible

SEARS HOLDINGS **EnviroSears** Sears Sustainability
Sleep is good...even for your computer! Read the latest @ENERGYSTAR guest @MySears blog to see why! bit.ly/puhQ1n
20 Sep

SEARS HOLDINGS **EnviroSears** Sears Sustainability
Good tips @HESConsumer! RT Winter's Coming: 5 Easy DIY Upgrades to Save \$ & #Energy This Yr via @EnergyCircle ow.ly/8wvjX #home
16 Sep

NGPowerofAction Emily **13** by EnviroSears
What is your number one fall #energy tip? Please share & I'll retweet some of them! #energyefficiency #green #eco #ecomonday
26 Sep

Sears Green Electronics: Energy Efficiency and Gaming

June 09, 2011 | Green Living | by shc-zoelene | 4 comments



In honor of E3, the huge annual gaming conference this week, here are a few energy-efficiency facts about game consoles from the EPA!

tags: green living, sears electronics



Sears

If you were in the Square One Mall at Sears in Saugus Massachusetts did you see the surprise performance? We heard it was amazing! Check out the MassSavers Facebook page to see the video where you can even enter to win!
<http://on.fb.me/oMDJf3>

<http://on.fb.me/oMDJf3>
on.fb.me

Like · Comment · Share · August 20 at 2:36pm

108 people like this.

Social Media Usage: Sustainability at SHC



- What has worked?
 - Use social media channels to support initiatives of all sizes
 - Great way to get feedback and provide real-time help
 - Not all feedback will be positive; listen and change behavior accordingly, if possible
 - Use social media to engage/build relationships, not just push messages
 - #EcoChat
 - Planning: **Get partners, vendors, and bloggers involved for best results/wider reach**; Promote via blogs and SHC/external Twitter handles; more lead time → better participation; Secure prize(s) if possible
 - Supports SHC Sustainability Pillars
 - Results: 16 Twitter parties, avg. reach of 3.3M.
 - 2 parties dedicated to ENERGY STAR and energy efficiency
 - Participants interested in learning more and purchasing products discussed; conversations continued beyond chat → building customer trust/relationships
 - EPA National Building Competition
 - Supports SHC Sustainability Pillars
- What hasn't worked?
 - Language that doesn't resonate with customer base/polarizes immediately; this happens most often on Facebook or blogs, rather than on Twitter
 - Tap Into Savings social media component did not go viral as hoped

5 Lessons Learned



- 1) Don't be political unless you are prepared to debate
- 2) Unless you segment your viewership there is a fine line between social media and spam
- 3) Use partners to build your network. It is always better and more effective when advice and guidance comes from multiple sources
- 4) Social media is a two way conversation, you must budget time to respond to questions and customer reactions
- 5) Keep it fun and focus on the savings. All customers can get behind money savings.



EARS HOLDINGS

OSRAM SYLVANIA

Social Media

Jennifer R. Dolin, LEED AP
Manager of Sustainability and
Environmental Affairs



OSRAM SYLVANIA Disclaimer



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Earth Day 2010 – Key Parameters



Significant interest in “doing something” for the 40th anniversary

- Disney
- Siemens
- Retail customers

Back to Earth Day core message

- Take action
- No sales pitch

Designed to be viral

- Easy to understand
- Simple to do
- Applicable to everyone
- Daily, weekly, and grand prize
 - Everyone gets something (\$1 off coupon)
- Built in “share with a friend”

Limited budget, unlimited ambition



www.earthday.sylvania.com



40 for the Future Earth Day Challenge

- 6945 total consumer participants
- 2,700 registered participants
- 427,794 individual “acts of green”
- over 20 million kWh saved from individual consumers
 - Goal achieved with commercial participants



The SYLVANIA Roadmap



Meet Our Earth Day Ambassadors

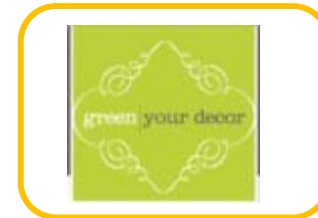
- To generate consumer awareness around the 40 for the Future Challenge and increase the brand's iWOM (internet word-of-mouth), SYLVANIA partnered with three influential bloggers to act as brand ambassadors.
- The ambassadors host sites that intersect the “green” home, lifestyle and parenting categories for maximum, versatile reach.
- All three ambassadors have leveraged their digital properties (blogs, Twitter and Facebook) to encourage participation in the Challenge.



Audrey McClelland

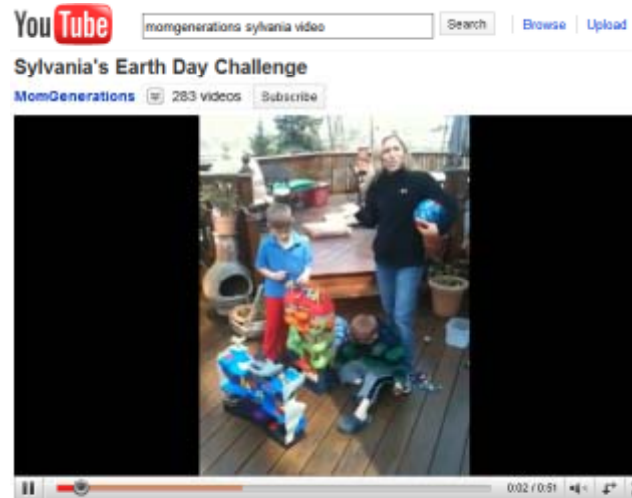


Rachel Sarnoff



Jennae Petersen

Audrey Gets the Whole Family Involved



“It’s a moment like that where I truly see the importance and benefit of taking part in this Challenge. It’s not just about the 40 days, it’s about making changes here on out within myself and my family that will make the biggest differences. How absolutely refreshing!”



Here's What Rachel Had to Say



“Are you looking for a quick and easy eco fix? Your light bulb may have the answer....it's the little everyday acts that really add up for your home and our collective home, the Earth. This video was brought to you by SYLVANIA the leader in eco lighting solutions.”



Jennae Challenges Her Readers



“ I have challenged myself and all of you to go around your home and do a room by room assessment. How many items do you leave plugged in all the time? What do you leave turned on that you could easily turn off or unplug? ”



SYLVANIA “Parties” on Twitter

- @AudreyMcClellan and @GreenestMommy hosted the first-ever SYLVANIA Earth Day Twitter party on April 19.
- Through a variety of branded and unbranded Tweets, the SYLVANIA Twitter Party generated awareness for the campaign and injected the brand into the social media conversation.
- More than 260 Tweets with the #sylvania hashtag reached a cumulative third-party following of 478k+ in one hour!
 - Engaged more than 40 participants

SYLVANIA Twitter Party Snapshot

Tweet: I'm getting real-time search results at TweetGrid <http://tweetgrid.com/> (59) Hashtag: #sylvania

User: Pass: Tweet! [Hide]

from: greenestmommy Search! Stop

sylvania Search! Stop

Settings

greenestmommy: Love the "transumerism" idea. Trade or rent instead of buying new; get 33% off BookSwim with "EARTHDAY2010" at checkout! <http://ow.ly/1AoHm> Mon Apr 19 - 3:40:20 pm

greenestmommy: This has been so fun! Please check in on www.MommyGreenest.com, which launches in May. Thanks @audreymcclellan and @sylvania! #sylvania Mon Apr 19 - 3:29:22 pm

greenestmommy: RT @jennifercanada: "hanging clothes out to dry." You're my idol! I cannot get that line going! What's your secret? #sylvania Mon Apr 19 - 3:27:54 pm

greenestmommy: RT @pontowd: "using green products to clean the office." Yes! FDA found air INSIDE more polluted than out bc of chemical cleaners. #sylvania Mon Apr 19 - 3:27:01 pm

gutterabbit: Earth day is so exciting. Going "green" is something I am really into. Its nice to other people getting charged by it too #sylvania Mon Apr 19 - 3:49:44 pm

greenyourdecor: If you haven't taken the #sylvania Earth Day challenge yet, what are you waiting for? It just takes a few seconds: <http://bit.ly/bkrG4X> Mon Apr 19 - 3:48:31 pm

pontowd: @audreymcclellan I am so excited when you will you choose for the disney vacation now or later? #sylvania Mon Apr 19 - 3:43:45 pm

deharza: RT @AudreyMcClellan: RT @sylvania: Mon Apr 19 - 3:43:45 pm

prsnay: RT @AudreyMcClellan: RT @sylvania: NY Chance to Win a carbon-neutral, three-night Disneyland vacation #sylvania Mon Apr 19 - 3:41:31 pm

SmartyPantsMama: They do! I want one! RT @gutterabbit: @SmartyPantsMama I love the solar power chargers, they look so neat! #sylvania Mon Apr 19 - 3:40:42 pm

gutterabbit: @SmartyPantsMama I love the solar power chargers, they look so neat! #sylvania Mon Apr 19 - 3:39:50 pm

greenyourdecor: While you're entering the #sylvania 40 for the Future Challenge, enter the GYD Energy Gauntlet too! <http://bit.ly/aYYAKY> Mon Apr 19 - 3:39:16 pm

pontowd: @audreymcclellan everyone needs to do thier part. look at what they are throwing away and try to recycle and reuse #sylvania



twitter Home Profile Find People Settings Help Sign out

Just finished my 40 for the Future! Excited! U don't realize how simple things eat up energy...cell phone charging i.e.! #sylvania about 4 hours ago via TweetDeck Reply Retweet

SmartyPantsMama

twitter Home Profile Find People Settings Help Sign out

RT @sylvania If you aren't quite ready to switch to a CFL, consider the halogen SUPERSAVER: #sylvania about 5 hours ago via TweetDeck Retweeted by 2 people Reply Retweet

AudreyMcClellan Audrey McClelland

twitter Home Profile Find People Settings Help Sign out

@SYLVANIA Ive tried the Halogen SUPERSAVER but I went ahead and switched to CFLs for all :) #sylvania about 5 hours ago via web in reply to SYLVANIA Reply Retweet

MandaPanda429 Amanda Valenti

40 for the Future in 140 Characters or Less

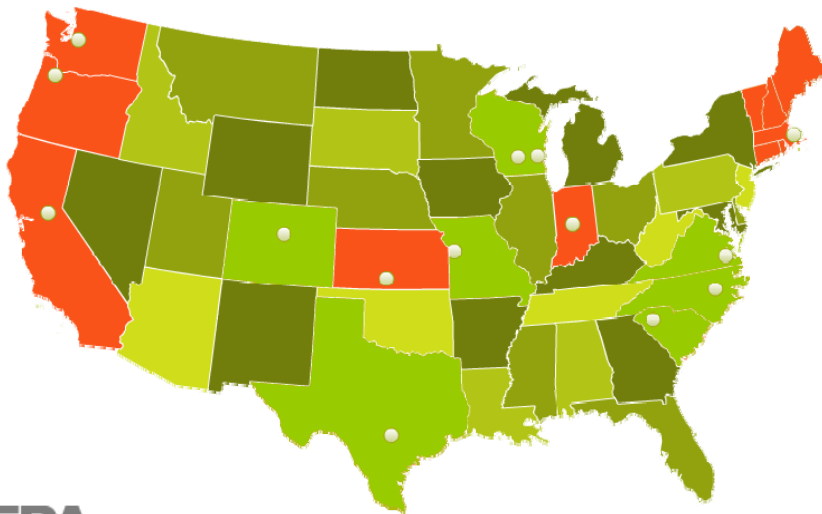
- Twitter handles have been a buzz with news of the SYLVANIA's Earth Day Challenge, with **99 Tweets** reaching more than **346k third-party Twitter followers** to date.



WEEI – 1 Green Thing



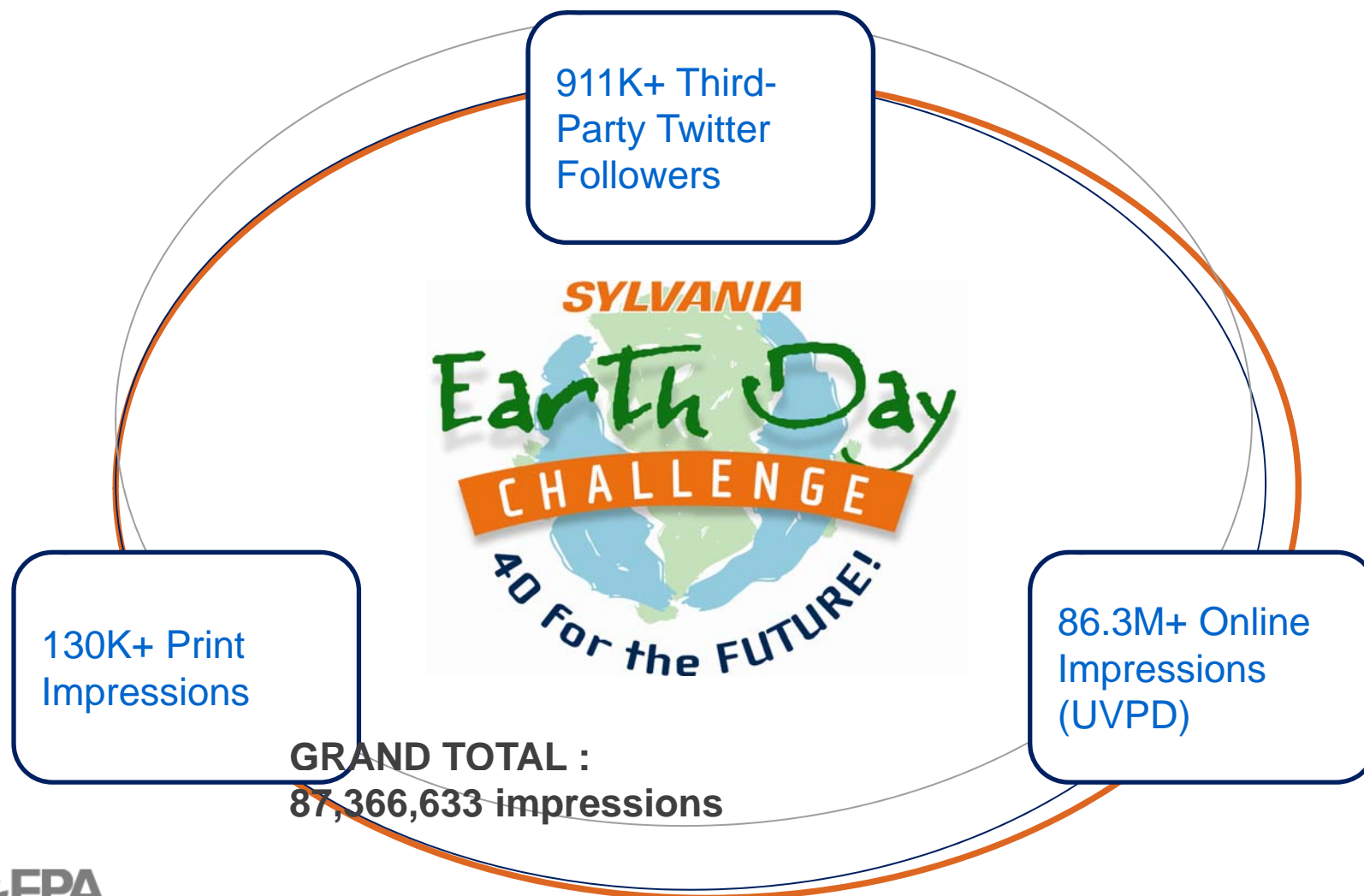
- 7 markets
- Radio station blogs
- Overall, the campaign over-delivered on impressions and spot delivery—**25,037,000 impressions in total!**



15-second SYLVANIA
Earth Day message



Total Results at a Glance – Earth Day





Social Media at PG&E

Paul Parmley

External Communications

Information is Power
www.pge.com/aboutus

Outage Information
www.pge.com/outageinfo
Report an Outage: 1-800-743-5000

Customer Service
www.pge.com/customerservice
www.pge.com/myaccount
1-800-743-5000 (Residential)
1-800-468-4743 (Business)
pge4me@pge.com

PG&E Twitter (@PGE4Me)
Name PG&E
Location San Francisco, CA
Web http://www.pge.com
Bio Official Twitter account of Pacific Gas & Electric Company, providing natural gas and electric service to approximately 15 million Californians.
208 2,684 259
Tweets 1,394

Facebook: Pacific Gas & Electric Company
If you have a question for Customer Service, please call 1-800-743-5000. We also encourage you to post your questions, comments and suggestions on our page. Inappropriate comments will be deleted.

See Your Power: A Dialogue About Our Energy Services
Learning how customers conserve energy
May 10, 2010 4:24 am Steve Burt
Your meter has been installed...
PG&E Chief Customer Officer Helen Burt discusses the release of 45 comprehensive reports providing a detailed look inside our SmartMeter™ program.
All about SmartMeter™
Get all the facts about SmartMeter™
Bloggers
Steve Burt is PG&E's Senior Vice President and Chief Customer Officer. He focuses on creating customer experiences that will help with PG&E in a healthy way.
Andrew Yang is the Senior Director of Integrated Demand and Side Management Products. He is responsible for developing and implementing PG&E's advanced demand-side management programs.
Dorey Brown is a Utility Relations Representative and is responsible for the SmartMeter™ and SmartMeter™ program.
Paul Moore is a Sustainability and Environmental Communications Specialist. He is responsible for PG&E's environmental and sustainability efforts.

2011 ENERGYSTAR® Partner Meeting

Social Media



Why Social Media is (Especially) Important to PG&E





Social Media @ PG&E - Imperatives

- Provide value to our customers
- Promote interactive and transparent dialogue
- Measurable results
- Integrate social media outreach with traditional customer service channels/marketing efforts and programs



Like and Lower – Facebook Campaign

facebook

Pacific Gas & Electric Company ▸ Like & Lower
Energy/Utility

LIKE & LOWER
LIKE OUR CHALLENGES & LOWER YOUR BILLS

Share: f t
Stay posted!

Voting Ended | Challenge 1 5 days left | Challenge 2 in 6 days | Challenge 3 | Results

Wash clothes in cold water
What's this all about?

If 10% of PG&E's customers washed clothes in cold water only using cold water detergent, then in just two weeks you could save up to:

- \$ \$470,891.32
- ⚡ 395,706.99 therms
- 🚗 352.36 Cars Off the Road

Get in on the challenge by liking this

✓ Like f John Oldham and 260 others like this.

Save more money:
Get a \$50 clothes washer rebate from PG&E >

So far, the community has pledged to save:

- \$ 270.40
- ⚡ 226.72 therms
- 🚗 0.20 Cars Off the Road

Other ways to save

From the community
Rick says:
I've already changed every bulb in my home to CFL. The only bulbs I have not changed are the special bulbs in my chandelier. What else can I do to save energy?

- Program goal was to build a small community of engaged people (200-500) to drive an energy efficiency conversation on Facebook and Twitter
- Current Like count: 2,945 (started at 774)
- Talking about this*: 437
- Total Unique visitors: 1,164 (337 previous)



Facebook Engagement – Energy Efficiency



I have changed all mine too...makes for a pretty dark bedroom for a few minutes while the light bulbs warm up.

Like · Comment · October 4 at 1:15pm



Pacific Gas & Electric Company Nicely done! Another smart lighting choice to look into is LED lights - especially if you decorate for the holidays. LED lights save you money (cheaper than traditional incandescents), and energy, too! <http://www.pge.com/myhome/saveenergymoney/savingstips/seasonaltips/winter/led/index.shtml>
October 4 at 4:43pm · Like



Some CFLs take time to warm up, some don't, depending on the coatings used in the lamp. Try a different type next time.

October 5 at 8:29pm · Like



Thank you, both!

October 5 at 9:39pm · Like

Write a comment...



Twitter

Followers: 5,931

Outbound Tweets: 2,843

PGE4Me, the official Twitter account of PG&E, serves several purposes. The channel is primarily used as a vehicle to respond to and resolve customer service issues, but also provides a channel for outage updates/crisis communications, event notification, and promotion of PG&E's work in the community and in energy efficiency.

Information is Power

www.pge.com/aboutus

Outage Information

www.pge.com/outagemap

Report an outage:
1-800-743-5002

Customer Service

www.pge.com/customerservice
www.pge.com/myaccount

1-800-743-5000 (Residential)
1-800-468-4743 (Business)

pge4me@pge.com

Twitter



PGE4Me

✓ Following

Also followed by @cussimario, @johnnyshen, @gynapper, and 2 others

sfzoo FREE Admission for military personnel and families Oct 7th-12th! More info: <http://bit.ly/sfzoofleetweek> #fleetweek #blueangels (pls RT)

about 5 hours ago via CoTweet
Retweeted by PGE4Me and 7 others

Have questions about going #solar? Check out our handy FAQ for answers to commonly asked questions about solar energy <http://bit.ly/94aP7E>

about 8 hours ago via TweetDeck

@rogerjenn Glad to hear - thanks for the update.

about 9 hours ago via TweetDeck in reply to rogerjenn

If your SmartMeter is connected to the network, sign up for Energy Alerts - a new way to manage ur energy use & save <http://bit.ly/bGeSRX>

about 10 hours ago via TweetDeck

@rogerjenn Can you DM me your name/address/account info so I can look into this for you? Thanks!

about 10 hours ago via TweetDeck in reply to rogerjenn

October is Solar Energy Month - learn how you can Go Solar with PG&E! <http://Do me /bit.ly/SDTQm>

about 10 hours ago via TweetDeck

Home Profile Find People Settings Help Sign out

Name PGE4Me
Location San Francisco, CA
Web <http://www.pge.com>

PG&E Official Twitter account of Pacific Gas & Electric Company - providing natural gas and electric service to approximately 15 million customers

208 2,844 259

Following Followers Retweets

Tweets 1,594

Actions

Message PGE4Me

Block PGE4Me

Report for spam

You both follow

Following

PG&E

PG&E

PG&E

PG&E

PG&E

PG&E

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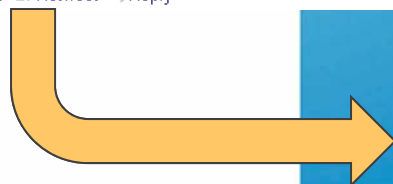
Twitter Engagement - Media



@abc7newsBayArea
abc7newsBayArea

@PGE4Me Can you tell us more about this large power outage (per your map online) affecting customers in San Francisco? bit.ly/l6IfNC

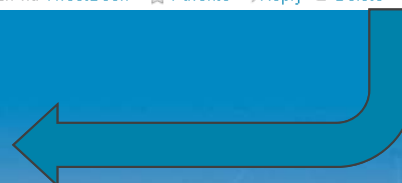
24 Jun via web ☆ Favorite ↻ Retweet ↩ Reply



@PGE4Me
PG&E ✓

@abc7newsBayArea Approx 6700 customers out; car pole accident was the cause. Nob Hill, Telegraph Hill, Russian Hill, Pier 39 impacted

24 Jun via TweetDeck ☆ Favorite ↻ Reply 🗑 Delete



@abc7newsBayArea
abc7newsBayArea

@PGE4Me Thanks for all the updates about the power out!

24 Jun via Seismic twirl ☆ Favorite ↻ Retweet ↩ Reply



Twitter Engagement - Media



@wired
Wired

RT @PGE4Me @Wired We're on it. Crews were sent immediately to the scene. Will provide updates to all w/o power ASAP. Thx 4 your patience.

6 Apr via Tweetie for Mac ☆ Favorite ↻ Retweet ↩ Reply



@wired
Wired

RT @jadedfox: Thanks to @PGE4Me for getting the power back up ahead of estimates for @Wired. It made my job easier restoring the network.

6 Apr via Tweetie for Mac ☆ Favorite ↻ Retweet ↩ Reply



@mercnews
MercNews

Hi @PGE4Me: Any word? RT @tleehane @mercnews Any idea as to why emergency PG&E crew's digging on corner of Lincoln Ave./Byerly St.? #SanJose

9 Jun via Seismic whirl ☆ Favorite ↻ Retweet ↩ Reply



@mercnews
MercNews

Thank you! RT @PGE4Me: @tleehane a vehicle hit gas meter around 6 pm; crews dispatched at that time. Will update as I get more info #SanJose

9 Jun via Seismic whirl ☆ Favorite ↻ Retweet ↩ Reply

Twitter Engagement – Billing



.@PGE4Me is the worst. They are billing me for days I wasn't living in the unit. Do not use their online stop service. It doesn't work!!!

2:41 PM Apr 14th via Twitter for iPhone



jeffsoto
Jeff Soto

@jeffsoto Hi there - can you follow and DM me your account information so I can assist? Thanks!

3:29 PM Apr 14th via TweetDeck in reply to jeffsoto



PGE4Me
PG&E

the power of twitter. @PGE4Me just called me to correct the issue.

7:42 PM Apr 15th via Twitter for iPhone



jeffsoto
Jeff Soto

Questions and Answers

